

**WRAL-TV Accounting Department** PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

# **Billing Address:**

**Smart Media Attention: Accounts Payable** 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 10/15
Estimate Number	C15C21

Invoice #	116676-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/21/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116676
Alt Order #	06218216
Deal #	
Order Flight	10/15/12 - 10/21/12

Billing Calendar	Broadcast		
Billing Type	Cash		
Special Handling	CIA - Mark PAID		

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel Descr	ription	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
2	WRAL Price i	is Right	11a-12p			•					
	<b>CLASS 2 CANDID</b>	ATE R9.26									
				10/15/12 to		1x	1				
	WRAL			F	10/19/12	:00			<del>\$570.00</del>	See MG 23.2,23.3	1
4	WRAL Young CLASS 2 CANDID		4-5p								
				10/15/12 to	10/21/12	1x	1				
	WRAL			F	10/19/12	:30	3:59 PM	PM12-116TH	\$1,065.00		1
5	WRAL WRAL CLASS 2 CANDID	. <b>5am News</b> ATE R9.26	5am - 5:30a								
				10/15/12 to		1x	1				
	WRAL			F	10/19/12	:30	4:59 AM	PM12-116TH	\$400.00		1
6	WRAL WRAL CLASS4 - CANDID	. <b>5:30AM News</b> DATE	530-6a								
				10/15/12 to		1x	1				
	WRAL			F	10/19/12	:30	5:43 AM	PM12-116TH	\$250.00		1
7	WRAL CBS T CLASS 4 - CANDI	<b>'his Morning</b> DATE	7am - 9am								
				10/15/12 to		1x	1				
	WRAL			F	10/19/12	:30	8:37 AM	PM12-116TH	\$175.00		1
8	WRAL Price i	- 3	11a-12p								
				10/15/12 to			1				
	WRAL			M	10/15/12	:30	10:58 AM	PM12-123TH	\$570.00		1
9	WRAL Young CLASS 2 CANDID		4-5p								
				10/15/12 to			1				
	WRAL			M	10/15/12	:30	4:24 PM	PM12-107TH	\$1,065.00		1
10	WRAL WRAL CLASS 3 CANDID	. <b>5am News</b> ATE R9.26	5am - 5:30a								

10/15/12 to 10/21/12



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Line	Channel Desc	cription	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
10		AL 5am News	5am - 5:30a					-	-		-
	CLASS 3 CANDI	IDATE R9.26			10/15/10				* 100 00		
	WRAL			M	10/15/12	:30	5:23 AM	PM12-123TH	\$400.00		1
11	WRAL WRA	AL 5:30AM News	530-6a								
	CLASS 4 - CANL	JIDATE		10/15/10+	o 10/21/12	1x	1				
	WRAL			M	10/15/12	:30	5:54 AM	PM12-107TH	\$250.00	1	1
12		This Morning	7am - 9am		10/10/12	.00	0.017.00		Ψ200.00		•
	CLASS 4 - CANE	•									
				10/15/12 to	0 10/21/12	1x	1				
	WRAL			М	10/15/12	:30	8:24 AM	PM12-117TH	\$175.00		1
14	_	MINAL MINDS	1135-1235XM								
	CLASS 4 - CANE	DIDATE									
	MDAL				0 10/21/12	1x	1-		<b>***</b>		
4-	WRAL		• •	Sa	10/20/12	:30	12:16 AM	PM12-116TH	\$95.00		1
15	WRAL WRA	AL 6a News Sat	6-8a								
	CLASS 4 - CANL	DIDATE		10/15/12 +	o 10/21/12	1x	1-				
	WRAL			Sa Sa	10/20/12	:30	7:59 AM	PM12-116TH	\$150.00	1	1
16		This Sat Morning 8-9a	8-9a	- Cu	. 0, 20, 12	.00	71007111		ψ.00.00		•
	CLASS 2 CANDI										
					0 10/21/12	1x	1-				
	WRAL			Sa	10/20/12	:30	8:58 AM	PM12-116TH	\$665.00		1
19		AL Sun Morning News	7-9a								
	CLASS4 - CAND	DIDATE									
	MDAL				0 10/21/12	1x	1		<b>A450.00</b>		
••	WRAL		0.4000	Su	10/21/12	:30	8:09 AM	PM12-116TH	\$150.00		1
20		Sunday Morning	9-1030a								
	CLASS 2 CANDI	IDATE NY.20		10/15/12 +	o 10/21/12	1x	1				
	WRAL			Su	10/21/12	:00	1		\$535.00	See MG 23.2,23.3	1
	· · · · · · · · · · · · · · · · · · ·		We war				n on this invoice	was taken from the program I	•	200	,



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
20	WRAL CBS Sunday Morning	9-1030a	•	•		_		•		
	CLASS 2 CANDIDATE R9.26									
22	WRAL David Letterman	1135p-1237a								
	CLASS 2 CANDIDATE R9.26									
	14/D 4/			2 to 10/21/12	1x	1		<b>*</b> 4.00.00		
	WRAL		Th	10/18/12	:30	12:34 AM	РМ12-116ТН	\$400.00		1
23	WRAL Price is Right	11a-12p								
	CLASS 2 CANDIDATE R9.26		104546	10/01/10		1				
	WRAL		10/15/12 Th	2 to 10/21/12 10/18/12	1x :00	1		ФE 70, 00	See MG 23.2.23.3	
	WRAL CBS This Morning	7am - 9am	F	10/18/12	:30	8:17 AM	РМ12-116ТН		MG for 2.1,20.1,23.1	2
	WRAL CBS This Sat Morning 8-9a	8-9a	Sa	10/20/12	:30	8:25 AM	PM12-116TH		MG for 2.1,20.1,23.1	3
24	WRAL Young and the Restless	4-5p						¥******		-
	CLASS 2 CANDIDATE R9.26	. ••								
			10/15/12	2 to 10/21/12	1x	1				
	WRAL		Th	10/18/12	:30	4:00 PM	PM12-116TH	\$1,065.00		1
25	WRAL WRAL 5am News	5am - 5:30a								
	CLASS 3 CANDIDATE R9.26									
				2 to 10/21/12	1x	1				
	WRAL		Th	10/18/12	:30	5:25 AM	PM12-116TH	\$400.00		1
26	WRAL WRAL AM News	6-7a								
	CLASS 4 - CANDIDATE									
				to 10/21/12	1x	1		*		
	WRAL		Th	10/18/12	:30	6:43 AM	PM12-116TH	\$400.00		1
27	WRAL CBS This Morning	7am - 9am								
	CLASS 4 - CANDIDATE		104546	10/01/10		4				
	MDAL		10/15/12 Th	2 to 10/21/12	1x	1		<b>0475.00</b>		
	WRAL	44 46	ın	10/18/12	:30	8:52 AM	PM12-116TH	\$175.00		1
29	WRAL Price is Right	11a-12p								
	CLASS 2 CANDIDATE R9.26		10/15/10	) to 10/01/10	4.7	-1				
			10/15/12	2 to 10/21/12	1x	-T				



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
29	WRAL	Price is Right	11a-12p		-					-	
		ANDIDATE R9.26									
	WRAL			Tu	10/16/12	:30	10:58 AM	PM12-116TH	\$570.00		1
30	WRAL	Young and the Restless	4-5p								
	CLASS 2 C	SANDIDATE R9.26		10/15/10							
	WRAL			10/15/12 Tu	to 10/21/12	1x	-1	PM12-116TH	ф1 00F 00		
0.4		WDAL 5 Nove	F F-00-	Tu	10/16/12	:30	3:59 PM	PM12-1101H	\$1,065.00		I
31	WRAL	WRAL 5am News ANDIDATE R9.26	5am - 5:30a								
	OLAGO 2 C	ANDIDATE 119.20		10/15/12	to 10/21/12	1x	-1				
	WRAL			Tu	10/16/12	:30	5:08 AM	PM12-116TH	\$400.00		1
32	WRAL	WRAL AM News	6-7a						¥		•
<b>-</b>		CANDIDATE	• • •								
				10/15/12	to 10/21/12	1x	-1				
	WRAL			Tu	10/16/12	:30	6:52 AM	PM12-116TH	\$400.00		1
34	WRAL	Tue Hour 1	8-9p								
	CLASS 2 C	ANDIDATE R9.26									
					to 10/21/12	1x	-1				
	WRAL			Tu	10/16/12	:30	8:37 PM	PM12-116TH	\$6,000.00		1
35	WRAL	Wed Hour 3	10-11p								
	CLASS 3 C	ANDIDATE R9.26									
	WDAI				to 10/21/12	1x	1	12 116	Φ0.000.00		
	WRAL			W	10/17/12	:30	10:51 PM	РМ12-116ТН	\$2,890.00		1
37	WRAL CLASS 2 C	Young and the Restless ANDIDATE R9.26	4-5p								
	02/1002			10/15/12	to 10/21/12	1x	1				
	WRAL			W	10/17/12	:30	3:59 PM	PM12-116TH	\$1,065.00		1
38	WRAL	WRAL 5am News	5am - 5:30a								
	CLASS 3 C	ANDIDATE R9.26									
					to 10/21/12	1x	1				
	WRAL			W	10/17/12	:30	5:15 AM	PM12-116TH	\$400.00		1
			We wa	arrant that the act	ual broadcast info	rmation show	n on this invoice	was taken from the program	loa		



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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
39	WRAL	WRAL 5:30AM News	530-6a	_	_		•	-			<u>,                                      </u>
	CLASS 4 -	CANDIDATE									
				10/15/12 to		1x	1				
	WRAL			W	10/17/12	:30	5:39 AM	PM12-116TH	\$250.00		1
40		CBS This Morning CANDIDATE	7am - 9am								
				10/15/12 to		1x	1				
	WRAL			W	10/17/12	:30	8:21 AM	PM12-116TH	\$175.00		1
41		Fri Hour 3 ANDIDATE R9.26	10-11p								
				10/15/12 to		1x	1				
	WRAL			F	10/19/12	:30	10:32 PM	PM12-116TH	\$2,665.00		1
45		CBS Daytime (1:30-4P) ANDIDATE R9.26	130-4p								
				10/15/12 to	10/21/12	1x	1				
	WRAL			F	10/19/12	:30	1:28 PM	PM12-116TH	\$360.00		1
46		5:00 First News ANDIDATE R9.26	5-530p								
				10/15/12 to	10/21/12	1x	1				
	WRAL			F	10/19/12	:30	5:23 PM	PM12-116TH	\$1,780.00		1
47		<b>6pm News (M-F)</b> ANDIDATE R9.26	6-630p								
				10/15/12 to		1x	1				
	WRAL			F	10/19/12	:30	5:58 PM	PM12-116TH	\$2,225.00		1
56		Late News CANDIDATE	11-1135p								
				10/15/12 to		1x	1-				
	WRAL			Sa	10/20/12	:30	11:13 PM	PM12-116TH	\$650.00		1
58		Sat Hour 1 ANDIDATE R9.26	8-9p								



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58	WRAL	Sat Hour 1	8-9p		_						
		CANDIDATE R9.26									<del></del>
	WRAL			Sa	10/20/12	:30	8:36 PM	РМ12-116ТН	\$890.00		1
60	WRAL	Follows Late Ftball/Bball CANDIDATE	11:30pm-12:05am								
	OLAGO 4 -	OANDIDATE		10/15/12	to 10/21/12	1x	1				
	WRAL			Su	10/21/12	:30	12:19 AM	PM12-116TH	\$650.00		1
					Football run				******		
				LR due to	Football run	over					
61	WRAL	60 minutes	730-830p								
	CLASS 3 C	CANDIDATE R9.26									
					to 10/21/12	1x	1				
	WRAL			Su L D due te	10/21/12 Football run	:30	8:34 PM	РМ12-116ТН	\$3,335.00		1
					Football run						
64	WRAL	Late News	11-1135p								
04		CANDIDATE	11-1135p								
	02/100 4	O/ (NDIB) (TE		10/15/12	to 10/21/12	1x	1				
	WRAL			Th	10/18/12	:30	11:14 PM	РМ12-116ТН	\$650.00		1
69	WRAL	Late News	11-1135p								
	CLASS 4 -	CANDIDATE	•								
					to 10/21/12	1x	-1				
	WRAL			Tu	10/16/12	:30	11:33 PM	PM12-116TH	\$650.00		1
70	WRAL	David Letterman	1135p-1237a								
	CLASS 3 C	CANDIDATE R9.26					-				
	WDAI			10/15/12 t	to 10/21/12	1x	-1	Du12 11CTU	<b>\$400.00</b>		4
-4	WRAL		40.4	TU	10/16/12	:30	12:31 AM	PM12-116TH	\$400.00		1
71	WRAL	Noon News CANDIDATE R9.26	12p-1p								
	OLASS 3 C	DAINDIDALE US.50		10/15/19	to 10/21/12	1x	-1				
	WRAL			Tu	10/16/12	:30	12:53 PM	PM12-116TH	\$535.00		1
			We war					was taken from the program			,



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BII	INVOICE	ATE
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75	WRAL Late News	11-1135p	<u>-</u>	-		_	-			
	CLASS 4 - CANDIDATE									
				2 to 10/21/12	1x	1				
	WRAL		W	10/17/12	:30	11:33 PM	PM12-116TH	\$650.00		1
77	WRAL Noon News	12p-1p								
	CLASS 3 CANDIDATE R9.26									
				2 to 10/21/12	1x	1				
	WRAL		W	10/17/12	:30	12:38 PM	PM12-116TH	\$535.00		1
81	WRAL Letterman Friday CLASS 4 CANDIDATE R9.26	1205x-107x								
				2 to 10/21/12	1x	F				
	WRAL		F	10/19/12	:30	12:40 AM	PM12-116TH	\$85.00		1
82	WRAL CBS This Sat Morning CLASS 3 CANDIDATE R9.26	8-9a 8-9a								
				2 to 10/21/12	1x	S-				
	WRAL		Sa	10/20/12	:30	8:29 AM	PM12-116TH	\$665.00		1
83	WRAL 7pm News CLASS 4 CANDIDATE R9.26	7-730p								
				2 to 10/21/12	1x	S-				
	WRAL		Sa	10/20/12	:30	7:22 PM	PM12-116TH	\$175.00	l .	1
84	WRAL The Closer CLASS 4 CANDIDATE R9.26	1235-135a								
			10/15/12	2 to 10/21/12	1x	S				
	WRAL			10/21/12 to Football rund to Football rund		1:59 AM	РМ12-116ТН	\$75.00		1

Aired Spots 48

> Gross Total \$39,705.00



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**Agency Commission** 

**Net Amount Due** 

\$5,955.75

Payment Terms 30 Days \$33,749.25